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**Idaho Potato Commission's Valentine's promotion like a
savory kiss**

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French fries aren't just a side dish, they're an obsession. This Valentine's Day, the Idaho Potato Commission is turning that obsession into the ultimate gift with Kiss of French, a limited-edition lip luxury that captures the essence of French fries.

A recent national Pollfish survey found that 92 percent of Americans find the taste of fresh Idaho potato French fries irresistible. Now, that same tempting allure is coming to life in an unexpected way — one that makes your lips just as irresistible.

“French fries aren't just a favorite — they're a staple. Americans consume over 9 billion pounds of French fries every year, and when they want the best, they turn to Idaho potatoes,” said Jamey Higham, president and CEO of the Idaho Potato Commission. “With Kiss of French, we're taking that obsession to a whole new level — bringing the appeal of fresh Idaho fries to an unexpected and unforgettable form.”

Unlike typical lip products, Kiss of French is crafted with real Idaho potatoes, mashed and incorporated into the formula to ensure an authentic fry-inspired experience.

This limited-edition release is completely free — just cover shipping and handling. Given the viral success of Frites by Idaho in 2022, Kiss of French is expected to sell out fast.

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